



“बेटी बचाओ, बेटी पढ़ाओ”

## JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

(Format for Preparing E Notes)

(JOURNALISM DEPARTMENT)

**Faculty of Education and research methodology**

**Faculty Name-                   JV'n Manisha Peepliwal (Assistant Professor)**

**Program-                            B.A. Journalism 3<sup>rd</sup> Semester**

**Course Name -                    Traditional Media of Communication**

**Session No. & Name –   2023-2024**

### **Academic Day starts with –**

- Greeting with saying ‘**Namaste**’ by joining Hands together following by 2-3 Minutes Happy session, Celebrating birthday of any student of respective class and **National Anthem**.

Lecture Starts with-

Review of previous Session- In our previous session sources of news. We read and learn about traditional media and socio cultural awareness.

Topic to be discussed today- Government policies.

Lesson deliverance (ICT, Diagrams & Live Example) - live discussion

- PPT (10 Slides)
- Diagrams

## **Introduction & Brief Discussion about the Topic**

- Government policies.
- University Library Reference-
  - E-notes, handmade notes.
  - E- Journal
  - Online Reference if Any.
- Suggestions to secure good marks to answer in exam-
  - Explain answer with key point answers
- Questions to check understanding level of students-
- Small Discussion About Next Topic-
- Academic Day ends with-  
National song ' **Vande Mataram**'

## **GOVERNMENT POLICIES**

### **Summaries the regulatory framework for the media sector jurisdiction.**

The Media Entertainment (M&E) industry in India can be broadly classified into print, cinematograph films, broadcasting, and digital media. Each of these categories is regulated by the Ministry of Information and Broadcasting (MIB), assisted and supported in its activities by subordinate organizations, autonomous organizations, statutory bodies, and public sector undertakings. Given that digital media involves information technology platforms, digital media is also partially regulated by the Ministry of Electronics and Information Technology (MEITY). Further, the Telecom Regulatory Authority of India (TRAI) has a dedicated broadcasting and cable services division, which is responsible for laying down the overall regulatory framework for the broadcasting and cable TV sector in relation to the interconnection, quality of service, and tariff aspects.

## **Print**

The MIB (Information Wing) regulates print media in India. The Press and Registration of Books Act 1867 and the Registration of Newspapers (Central) Rules 1956 prescribe the certification and duties of printers and publishers of news and books. The Press Council of India, a statutory body, is responsible for preserving the freedom of the press, maintaining and improving the standards of newspapers and news agencies, etc. Its powers include conducting inquiries into complaints, inter alia, against newspapers or news agencies for offending the standards of journalistic ethics or professional misconduct by editors or journalists. The recently released the Central Media Accreditation Guidelines 2022 (the CMA Guidelines), which supersede the Central News media Accreditation Guidelines 1999, stipulate the eligibility conditions for accreditation of working journalists. The CMA Guidelines have attracted significant criticism for stipulating withdrawal of accreditation on broad grounds, such as if a journalist acts in a manner prejudicial to the country's security, sovereignty and integrity, friendly relations with foreign states, or public order, or if he or she is charged with a serious cognizable offence.

## **Films**

The Cinematograph Act 1952 regulates the certification of cinematograph films for exhibition. The Cinematograph Act, read with the Cinematograph (Certification) Rules 1983, stipulate the principles guiding certification of films and categories of certification. The Cinematograph Act also established the Censor Board for Film Certification (CBFC) for the purpose of sanctioning films. By way of the Tribunal Reforms Ordinance 2021, the central government abolished the appellate tribunal (the Film Certification Appellate Tribunal) established under the Cinematograph Act. MIB (the Films Wing) administers cinematograph films and allied activities.

## **Broadcasting**

The Broadcasting Wing of MIB is in charge of regulating broadcasting, including cable TV and FM Radio.

The Cable Television Networks (Regulation) Act 1995 (the CTN Act) read with The Cable Television Networks Rules 1994 (the CTN Rules) regulate the operation of cable television networks in India. This includes stipulating registration and licensing requirements for cable operators, prescribing a code for programme and advertisement content to be broadcasted on cable television, and stipulating conditions applicable to broadcasters pertaining to the nature and pricing of channels[JD1] [NS2] . In June 2021, MIB issued notification of the Cable Television Networks (Amendment) Rules 2021, which, inter alia, propose a three-tier redressed mechanism involving: self-regulation by the broadcasters; self-regulating bodies of broadcasters; and oversight by the central government. The constitutional validity of the provisions pertaining to central government's oversight has been challenged through various pleas, which are now pending hearing before the Supreme Court.

All Indian and foreign companies are bound by the Policy Guidelines for Uplinking of TV Channels from India (Unlinking Guidelines) and the Policy Guidelines for Downlinking TV Channels (Downlinking Guidelines) for operating news and non-news channels in India. The Unlinking Guidelines primarily stipulate provisions on licensing, operation, and broadcast of television channels uplinked in India for Indian viewers. The Down linking Guidelines regulate registration and licensing for downlinking of foreign TV channels in India by or through an Indian entity.

For radio broadcasting, MIB has issued the Policy Guidelines for setting up Community Radio Stations in India, and the Policy Guidelines on Expansion of FM Radio Broadcasting Services through Private Agencies (Phase-III) (the Private FM Radio Policy Guidelines). Both the guidelines stipulate the terms and conditions of licence, regulation of content on FM channels, prohibited activities, etc.

### **Digital media**

Digital media such as online news publications, online curated content publishers including OTTs and social media platforms are regulated under the IT Act read with the Intermediaries Guidelines. The Intermediaries Guidelines, inter alia, impose due diligence requirements on intermediaries and social media intermediaries, such as prominently displaying the user policies, warning users against the use of illegal or obscene content, maintaining a robust grievance

redressed mechanism for complaints on or against the intermediary, etc. The Intermediaries Guidelines also establish a code of ethics for news publishers and publishers of online curate content, although the constitutional validity of some of these provisions have been challenged and are pending scrutiny before the Supreme Court.

One common legislation applicable to the M&E sector is the Copyright Act 1957, which recognizes all original literary, dramatic, artistic and musical works, cinematograph films, sound recordings and computer programmes as works in which copyright exists. It, inter alia, identifies the bundle of rights that constitute a copyright in the separate classes of works, and stipulates provisions for the protection and valid transfer of these rights.